



U.S. DEPARTMENT OF COMMERCE
Bureau of the Census
Recruiting Bulletin

ISSUE DATE: January 12, 2009
CLOSING DATE: Open Continuous

Recruiting Bulletin No. 09-2599-001
Chicago Regional Census Center

NOTE: Bulletin will remain open until positions are filled. It will be open a minimum of 10 days. Qualified applicants will be referred to selecting officials as requested.

MEDIA SPECIALIST GG-0301-09/11/12

Grade 9: \$50,969 - \$66,260

Grade 11: \$61,667 - \$80,162

Grade 12: \$73,914 - \$96,083

NUMBER OF POSITIONS: Few

EXCEPTED SERVICE APPOINTMENT: This is Schedule A appointment with a Not-to-Exceed date of 09/25/2010. It may be extended beyond 09/25/2010 if agency needs arise.

AREAS OF CONSIDERATION: All Qualified US Citizens

DUTY LOCATION: Chicago Regional Census Center, Chicago, IL

- Applicants must submit an OF-306 with the application. Please visit OPM website:
http://www.opm.gov/forms/pdf_fill/of0306.pdf

DUTIES: The Media Specialist is responsible for the media relations activities within the assigned regional office over the course of the 2010 Census from building media partnerships to assisting in motivating cooperation for enumerator visits during the Non-Response Follow-Up (NRFU) operation. The Media Specialist plays a key role in providing counsel to regional office management on public and media reaction to census policies, programs and activities and to ensure a continuous information flow between the media and the Census Bureau in order to generate positive news coverage. Overall, the Media Specialist will establish partnerships with local affiliates of national media organizations placing a high emphasis on building and solidifying partnerships with news media to promote and support 2010 Census efforts. This includes:

- Implementing regional media strategies in concert with the national media strategy.
- Placing stories that raise public awareness of the importance of the census and generates positive news coverage of the 2010 Census within the assigned regional office area. In doing this, the incumbent establishes and maintains effective working relationships with representatives of local and regional media.

- Coordinating and conducting media interviews and press conferences.
- Producing customized regional and state-specific media products and holding briefings for local and regional media outlets (especially minority media.)

QUALIFICATIONS: Applicants are responsible for insuring that the application submitted clearly indicates that they meet the qualifications listed below. To be eligible for this position, you must have the specialized experience or education indicated below or a combination of both:

GG-0301-09: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 07 level in the Federal service. Specialized experience is experience applying communication principles, methods, techniques for the development of campaigns **OR** experience in editing technical material for targeted audience **OR** experience interacting and dealing with the public including media, state, and local government officials, community, businesses, and organization program officers.

OR

EDUCATION: Two full years of graduate education or master's degree directly related to the position that provided knowledge of broadcast journalism; print journalism; creative writing; public administration; advertising; composition; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-11: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 09 level in the Federal service. Specialized experience is experience applying analytical techniques and interpersonal relations in dealing effectively with targeted audience; analyzing the views and opinions from organizations and developing recommendations for stimulating interest in activities.

OR

EDUCATION: Three full years of graduate education or the Ph.D., directly related to the position that provided the knowledge of speech communication; broadcast journalism; creative writing; public administration; advertising; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-12: Applicants must have the experience indicated below.

You must have one year of specialized experience equivalent to the grade 11 level in the Federal service. Specialized experience is work experience conducting public affairs programs involving public information community relations activities and seeking cooperation; and presenting information to internal and external groups to inform them of program objectives and activities.

Education: No substitution of education for experience is permitted

EVALUATION CRITERIA: Candidates will be evaluated on the extent and quality of their experience, education, and accomplishments as related to the following elements. **To be considered, applicants must submit a separate, individual statement addressing each of the following.**

1. Experience in developing and nurturing productive partnerships with regional and local media outlets.
2. Experience in developing media materials to publicize a program through regional and local media outlets.
3. Experience in arranging and conducting press conferences, press briefings, editorial board meetings, and interviews with the media for the purpose of explaining and publicizing a program.

You may qualify for a position based on your education, experience, or a combination of both.

For further information on this vacancy you may contact, Jodi Wysocki, HR Specialist at 312-454-2700.

HOW TO APPLY: (Please Follow the 4 steps outlined below)

STEP 1: Each applicant must submit a completed Optional Application for Federal Employment, OF-612, a resume, or a SF-171, Application for Federal Employment (this form is obsolete but may be used), **for each grade level you are applying for, listing your work duties and accomplishments relating to the job.** List your work duties and accomplishments relating to the job for which you are applying. The following information is needed to evaluate your qualifications and determine if you meet legal requirements for Federal employment. Failure to provide this information may result in loss of consideration.

- Recruiting Bulletin number, title, and lowest grade acceptable
- Full name, mailing address (including zip code) and day and evening phone numbers (with area code).
- Social Security number
- Country of citizenship (**this Federal job requires U.S. citizenship**).
- Veteran's Preference – Applicants claiming 10-point veteran's preference MUST submit the SF-15, Application for 10-Point Veteran Preference, with the required proof (i.e., statement from the Department of Veterans Affairs) and the latest copy of the DD-214, Certificate of Release or Discharge from Active Duty. Applicants claiming 10-point preference who do not submit the required documentation will receive 5-point veteran's preference. Applicants claiming 5-point veteran's preference must submit a DD-214 to receive preference.
- Highest Federal civilian grade held (if applicable)
- Highest education level achieved. Specify: name, city, state, zip code (if known), date or expected date (month/year) of completion of degree requirements, type of degree

received, and graduate of foreign universities must include proof of foreign education equivalency to an accredited U.S. college/university.

- To qualify based on education, submit a copy of your college transcript, along with your application.
- Paid and non-paid work experience related to the position. For each work experience Include: job title, series/grade (if Federal employment), duties and accomplishments, employer's name and address, supervisor's name and address, starting and ending dates, hours per week, salary, and indicate if we may contact your current supervisor/employer.
- Job-related: training courses (title and year), skills (e.g., other languages, typing speed, computer software/hardware, tools, etc.), certificates/licenses (current), and honors, awards, and special accomplishments (e.g., publications, memberships in professional societies, etc.).
- Use of any Government agency envelopes to file job application is a violation of Federal laws and regulations. Applications submitted in Government envelopes or via Government FAX machines will not be accepted.

Individuals with a disability may request reasonable accommodations by calling (312)454-2700.

Step 2: Submit an application package. If you are submitting an OF-612, you may visit the OPM web site to download the form: http://www.opm.gov/forms/pdf_fill/of612.pdf. Include your completed OF-306 as indicated on page one of this bulletin.

Step 3: Submit your responses to the Evaluation Criteria listed in this announcement

Step 4: Submit completed application package by the closing date.

Complete application package (facsimile and e:mail applications will not be accepted) must be Received by closing date of the bulletin and submitted to:

Bureau of the Census
Chicago Regional Census Center
500 W Madison
Suite 1600
Chicago, IL 60661
ATTN: Jodi Wysocki – HR Specialist

APPLICATION DEADLINE: Application materials must be received by the closing date of the recruiting bulletin. Applications received after this date will not be considered.

CONDITIONS OF EMPLOYMENT:

- This is a Mixed-Tour work schedule that may be changed from full-time, part-time, or intermittent to accommodate fluctuating workloads.
- Payment of relocation expenses is **not** authorized.

- Candidates selected for these positions must sign agreements outlining the conditions of employment prior to the appointment.
- You will be required to complete a Declaration of Federal Employment (OF-306) to determine your suitability for Federal employment and to authorize a background investigation. You will also be required to sign and certify the accuracy of all the information in your application. If you make false statement in any part of your application, you may not be hired; or you may be fired after you begin; or you may be fined or jailed.
- If selected, male applicants born after 12/31/59 must confirm their selective service registration status. Certification forms are available at most Federal agency personnel offices or from the U.S. Office of Personnel Management.

Public law requires all new appointees to present proof of identity and employment eligibility (e.g., U.S. citizenship).

**THE U.S. DEPARTMENT OF COMMERCE IS AN
EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

The Census Bureau does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, marital status, disability, age, membership in an employee organization, or other nonmerit factor.